

The Wisconsin Coastal
Management Program's
mission is to preserve, protect,
develop and where possible,
to restore or enhance, the
resources of Wisconsin's
coastal area for this and
succeeding generations, with
governmental coordination
and public involvement,
giving due consideration to
the linkages and impacts to
resources of inland areas.



820 MILES
OF COASTLINE

# The current goals and objectives of the coastal program are to:

- Improve the implementation and enforcement of existing state regulatory and management policies and programs
- Improve the coordination of existing policies and activities of governmental units and planning agencies for key coastal uses and areas
- Strengthen local governmental capabilities to initiate and continue effective coastal management consistent with state standards
- Advocate for the sustainable use of the coastal environment and the recognition of the uniqueness of the coastal environment in federal, state, and local policies
- Increase public awareness and opportunity for citizens to participate in decisions affecting the Great Lakes resources

FEDERAL FUNDS: STATE AND MATCHING FUNDS:

TOTAL:

\$2,156,000

\$1,992,000

\$4,148,000

Coastal Zone Managements Grants are funded by NOAA and located in the Commerce, Justice, and Science Appropriation Bills.



OVER **45**% OF W.I.'S G.D.P.
COMES FROM COASTAL
WATERSHED COUNTIES



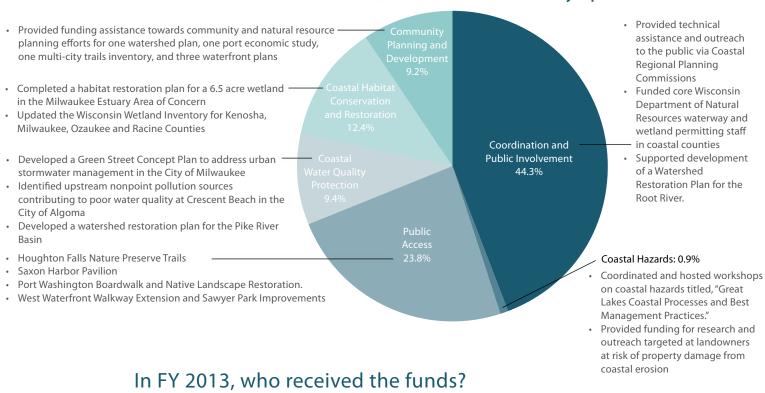
2.5 MILLION+ PEOPLE
LIVE IN A W.I. COASTAL
WATERSHED COUNTY

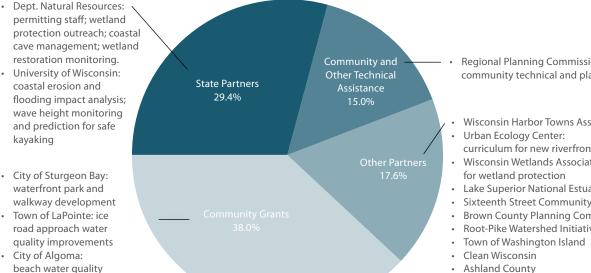
## WHERE THE WATER MEETS THE LAND: FEDERAL, STATE AND LOCAL COLLABORATION IN WISCONSIN

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#### In FY 2013, how was the money spent?





improvements and

monitoring

- Regional Planning Commissions: community technical and planning assistance
- Wisconsin Harbor Towns Association: Travel Guide **Urban Ecology Center:**
- curriculum for new riverfront park/arboretum
- Wisconsin Wetlands Association: local government outreach for wetland protection
- Lake Superior National Estuarine Research Reserve
- · Sixteenth Street Community Health Center
- Brown County Planning Commission
- Root-Pike Watershed Initiative Network

- Ashland County · Wisconsin Rural Water Association
- City of Port Washington
- Root River Council
- City of Two Rivers Iron County

· Town of Bayfield

City of Milwaukee

### Wisconsin FY 2013 **Highlights and Outcomes**

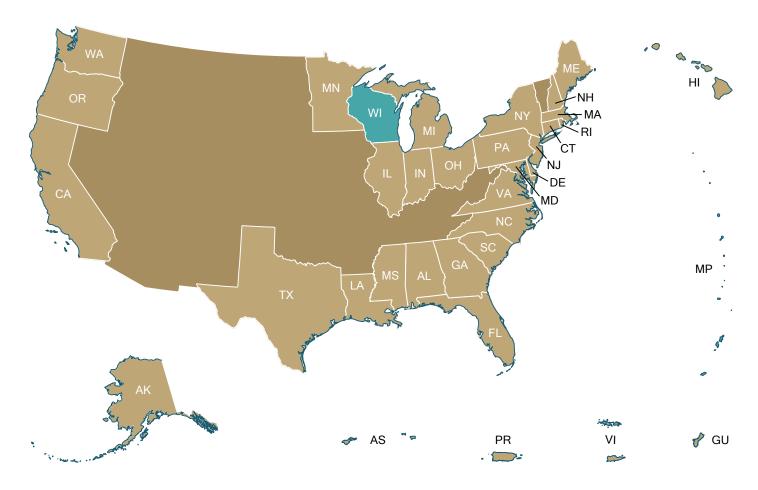
The Wisonsin Coastal Managment Program is part of the Department of Administration

- Awarded grants totaling \$1.5 million to nonprofit organizations, local, state and tribal governments to help fund 40 projects totaling \$3.1 million with matching and leveraged funds.
  - Sponsored the 2012 Wisconsin September Adopt-a-Beach as part of the International Coastal Cleanup (ICC) and Wisconsin Coastal Awareness Month. 850 volunteers at 43 sites removed 2,148 pounds of debris.
    - 3 Implemented the Wisconsin Clean Marina Program. Certified 20 marinas with another 12 marinas pledged to become certified Clean Marinas.
      - Convened a state legislative briefing and four community workshops on Great Lakes water levels and low water level impacts to coastal communities and Wisconsin. Over 220 stakeholders attended including federal, state and local elected officials and staff.

#### **KEY PRIORITIES FOR FY 2014**

- 1 Secure Great Lakes Restoration Initiative funds.
- 2. Continued funding for Coastal Management Program grants, and reauthorization of the Coastal Zone Management Act.

# MAINTAINING A VITAL AMERICAN RESOURCE: COASTAL ZONE MANAGEMENT



Over half of Americans live, work and play along the U.S. coastal zone, and our coasts constitute a majority of the nation's economy.

State coastal programs have managed this vital resource since passage of the Coastal Zone Management Act in 1972, coordinating and balancing the needs of diverse stakeholders. From shipping lanes and ports, to bike lanes and parks, our coasts provide resources for a vast range of competing interests vital to our way of life.





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